

fashion / calendar *File*

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March 23, 1964

1964

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 20, 1964</u>			
Thursday March 19 12:00 Noon Luncheon	PREVIEW: FASHIONS AT WORLD'S FAIR Foretaste of fashions at World's Fair at special preview; also to meet World's Fair Women's Advisory Council. Fashion advisor to Better Living Center: Eleanor Lambert. By invitation. Contact: Claire Barrows or Edythe Belmont, TN. 7-3180.	BETTER LIVING CENTER, WORLD'S FAIR	NEW YORK HILTON HOTEL TRIANON BALLROOM
Thursday March 19 2:00 P.M.; 8:00 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Alexander's will present their French import collection to customers: March 19 at 2:00 and 8:00 P.M. (Paramus, N.J.); March 21 at 11:00 A.M. and 2:00 P.M. (Milford, Conn.). Open to public. Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	SUBURBAN STORES
March 19	MACY'S IMPORT SHOW FOR CUSTOMERS IN WHITE PLAINS AT 7:30 P.M.		
Thursday March 19	HATS BY HALSTON FOR SPRING HAIRSTYLES Customer showing of Spring hats for new hairstyles by Coiffures Americana stylists. Mr. Halston will be present from 10:00 A.M. to 12:00 Noon; 2:30 to 5:00 P.M. Publicity: Beatrice Dudek at The Glemby Co., GR.7-4700.	COIFFURES AMERICANA	BERGDORF GOODMAN SALON - 7TH FLOOR
Thursday March 19	FALL-WINTER COUTURE KNITWEAR COLLECTION Informal daily showings of daytime and evening dresses, suits, blouses, coordinated costumes, ensembles in knitwear by Tricosa of Paris, imported by Feder Fashions. Publicity: Sue Gardner, 98 Riverside Drive, TR.7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
Thursday March 19	SHOWING: "AMBER KNIT" COLLECTION Informal daily showings of Italian imported knits. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
March 20	W & J SLOANE RELEASE DATE--"House Of Years." (Preview March 18)		
March 22	HOLY WEEK (March 22-28).		

WEEK BEGINNING MONDAY, MARCH 23, 1964

March 23	BERGDORF GOODMAN RELEASE--Emeric Partos Spring-Summer furs. (No Press Show)		
Tuesday March 24 9:30 A.M. Coffee	PRESS PREVIEW OF ITALIAN KNITS Altman's press preview of new "Bumble Bee" collection of knits, exclusive with Studio 3. By invitation. (For Release, Wed., March 25.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR STUDIO 3

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 24 10:30 A.M.	SPECIAL PRESS PREVIEW: FALL FABRICS Press preview of Fall fabrics by Anglo. By invitation. Contact: Dorothy Waddington, PE. 6-2230.	ANGLO FABRICS	1407 BROADWAY SHOWROOM - 18TH FLOOR
Tuesday March 24 3:30 P.M.	PREVIEW OF FALL KNITWEAR FASHIONS Preview of Fall knitwear collection for the young sophisticate, designed by Howard Lawrence. By invitation. Continuous daily thereafter. Contact: Grace Horton, LW. 4-9000, Ext. 828.	RICANO	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday March 26 12:30 P.M. Luncheon	SPRING-EARLY SUMMER FASHIONS AT LUNCHEON Spring-early Summer daytime and evening fashions, designed by Philippe Bodinat, available at Bergdorf Goodman. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	LAURENCE GROSS (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
March 27	GOOD FRIDAY		
March 27	PASSOVER BEGINS AT SUNDOWN (First day, Sat., March 28.)		

EASTER ACTIVITIES IN NEW YORK CITY

Sunday March 29 12:00 Noon Luncheon	PRESENTATION OF FASHIONS AT LUNCHEON Hats by Cesar Rubio. Fashions--Terry Allen, Bataldi, Belliciano, Countess Alexander, Pepe Fernandez, Gothe, Pattullo-Jo Copeland, Malcolm Starr, Swiss Fabric and Embroidery Center, Teal Traina. Children's dresses--Cinderella. Furs--Christie Bros. Show at 12:45. Luncheon: \$8.00; contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.	LEADING DESIGNERS	WALDORF-ASTORIA PEACOCK RESTAURANT
Sunday March 29 1:00 P.M. Luncheon	HATS AND ACCESSORIES AT EASTER LUNCHEON "World's Fairest Collection of Hats"--by John Frederics; also Easter bonnets through the years from the Lederman collection. Furs--Reiss & Fabrizio. Show at 2:15 P.M. Reservations: \$15.00 (including one drink) (by advance payment only)--Easter Seal Society, Plaza Hotel. Guest commentator: Betty Furness. Guest star: Robert Alda. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	JOHN FREDERICS	HOTEL PLAZA PERSIAN ROOM
Sunday March 29 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Hats by Miss Alice. Fashions--Belliciano, Caprolan Designers Collection, Countess Alexander, Pepe Fernandez, Harvey Furst, Gothe, Nat Kaplan, Pattullo-Jo Copeland, Malcolm Starr, Swiss Fabric and Embroidery Center, Teal Traina. Furs--Ben Kahn. Children's dresses--Cinderella. Show at 1:45 P.M. Luncheon: \$8.00; contact: EL. 5-3000, Ext. 318. Fashion Director and Commentator: Mia Grau, PL. 5-1127.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (continued from page 2)

Sunday March 29 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Mr. John's fine-art-inspired "Delightful Botticelli" collection, for Spring-Summer, including hats, haute couture, furs, custom cosmetics, and boutique accessories. Show at 1:30 P.M. Commentator: Mr. John. Reservations: \$8.50; contact: "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.	MR. JOHN	SHERATON-EAST HOTEL BALLROOM
Sunday March 29 1:00 P.M. Luncheon	MILLINERY FASHIONS AT EASTER SHOWING "Breath of Spring for Today and Tomorrow"--by Emme. "La Collection Magnifique" of furs by Georges Kaplan. Show at 2:30 P.M. Reservations: \$11.00, benefit of Easter Seal Society; contact: PL. 9-3000. Guest star: Rudy Vallee. Producer and commentator: Mary Alice Rice, PL. 2-5726.	EMME	HOTEL PLAZA TERRACE ROOM
Sunday March 29 1:00 P.M. Dinner	SPRING FASHIONS AT EASTER DINNER Showing of Spring fashions by Martha. Dinner music by Arturo Arturos. Commentator: Gail Benedict. Reservations: \$8.50, plus tax; contact: EL. 5-2600.	MARTHA	SAVOY-HILTON HOTEL THE COLUMNS
Sunday March 29 1:15 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Fashions by Geoffrey Beene and hats by Lilly Dache. Show at 1:15 P.M., followed by luncheon at 2:30 P.M. Reservations: \$10.00; contact: Ernest, PL. 5-2500. Fashion Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	GEOFFREY BEENE	HOTEL DELMONICO DELMONICO RESTAURANT
Sunday March 29 1:30 P.M. Luncheon	SPRING-SUMMER FASHIONS AT EASTER LUNCHEON Spring-Summer fashions by Oleg Cassini. Guest of Honor: Mr. Sergei Obolensky celebrating his return to the management of the St. Regis Hotel. Music: Peter Duchin's ensemble. Commentator: Mr. Oleg Cassini. Reservations: \$12.50; contact: Mr. Pages, PL. 3-4500, Ext. 123.	OLEG CASSINI	ST. REGIS HOTEL THE ROOF
March 30	MACY'S RELEASE--Ann Campion gardening fashions. (No Press Show)		
Beginning Monday March 30	SHOWING OF FALL JUNIOR KNITS Dresses and costumes, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday March 30	EARLY FALL KNIT- WEAR COLLECTION Continuous daily showings of early Fall knitwear collection. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday March 31 12:00 Noon Luncheon	PRESS PREVIEW: NEW DECORATOR FABRICS Burlington will introduce the "Charleston Museum Collection," a new range of decorator fabrics. For the press, by invitation. Contact: Jack Cunningham or Florence Kyler, LO. 4-5000.	BURLINGTON HOUSE FABRICS COMPANY	SIGN OF THE DOVE REST. 169 EAST 65TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 31 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of early Fall coat collection, March 31, April 2, 3, 6, 8, 13, 14 at 2:00 P.M. By appointment. Contact: Mrs. Jaye LoPinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
April 1	GIMBELS' RELEASE--Exclusively designed Spring-Summer dresses. (No Preview)		
Thursday April 2 12:00 Noon Luncheon	FIFTIETH ANNIVERSARY PRESENTATION "Fifty Years of Bleachable Fashions in Ready-to-Wear and Home Furnishings" --musical pageant to launch the Fiftieth Anniversary celebration of The Clorox Company. By invitation. Contact: Sandy Black or Katie Saunders, The Clorox Bureau, 300 East 44th Street, 661-3400.	CLOROX BUREAU OF BLEACHING INFORMATION	HOTEL BILTMORE MUSIC SUITE
Friday April 3 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "The Fabric Meeting and Exhibit, Fall-Winter, 1964"--Speaker: Mr. Vincent Monte-Sano, Monte-Sano & Pruzan. Chmn.: Virginia Williams, Carlisle Shoe Co. Prices: \$8.00, members; \$10.00, guests. Fall-Winter 1964 fabrics on exhibit, 8:00 A.M. to 10:00 A.M.; 3:00 P.M. to 5:00 P.M.; admission \$2.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Friday April 3 9:00 A.M. Dinner- Dance	BENEFIT BALL FOR "MARCH OF DIMES" Showing of fashions by Hardy Amies of London. Champagne supper and dancing to Meyer Davis' orchestra, for benefit of the "March of Dimes." Reservations: \$50.00 per person. Contact: Jan Miller at Int'l Automobile Assn., CO. 5-7460.	INTERNATIONAL AUTOMOBILE ASSN.	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday April 4- April 12	EIGHTH EDITION: INT'L AUTOMOBILE SHOW Hours: Monday-Friday--11:30 A.M. to 11:00 P.M.; Saturday--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults, \$2.00; Children, \$1.00. Publicity: David J. Jacobson at Transcom, JU. 2-7447.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 6	ABRAHAM & STRAUS RELEASE--"Men's Active Sportswear Shop." (No Preview)		
Tuesday April 7 9:45 A.M. Breakfast	PRESS PREVIEW OF DESIGNER ROOMS Preview for the press of designer rooms by Barbara D'Arcy. By invitation. (For Release, Wed., April 8.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7204.	BLOOMINGDALE'S	5TH FLOOR
Tuesday April 7 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Galey & Lord's Spring and Summer cottons by leading designers: Geoffrey Beene, Harvey Berin, Bill Blass for Maurice Rentner, Anthony Blotta, Ole Borden of Arthur Cole, Ellen Brooke for Sportswear Couture, Donald Brooks for Townley, George Carmel, Oleg Cassini, Jane Derby, Christian Dior-New York, Luis Estevez, Anne Fogarty, David Kidd for Arthur Jablow, Christian Mann for Marquise, Mollie Parnis, William Pearson, Mademoiselle Ricci, Adele Simpson, Jacques Tiffeau of Tiffeau Busch, Hannah Troy, Teal Traina, Ben Reig, John Weitz. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	SHERATON-EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 7 10:00 A.M.	PREVIEW: EARLY FALL COATS AND SUITS Early Fall coats and suits for delivery--June/July. Showings: April 7, 8, 9, 14, 16 at 10:00 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Wednesday April 8 12:30 P.M. And 5:30 P.M.	CALIFORNIA FASHIONS AT CHERRY BLOSSOM FETE Forty-three California designers will present two fashion shows at the annual Cherry Blossom Festival in Washington. Showings at 12:30 (luncheon) and 5:30 P.M. Honorary Chairman: Mrs. Lyndon B. Johnson. By invitation. Contact: Marjorie Carne, C.F.C., Fashion Director, 740 South Broadway, L.A., Madison 7-1034.	CALIFORNIA FASHION CREATORS	SHERATON-PARK HOTEL WASHINGTON, D.C.
Wednesday April 8 1:00 P.M.- 10:00 P.M.	THIRD ANNUAL PHOTOGRAPHY SHOW Press preview at 11:00 A.M., April 8. Hours: Sat., 11:00 A.M.-10:00 P.M.; Sun., 1:00-8:00 P.M. Admission \$1.50; children 75¢. Contact: Sheldon Ritter, at Hazard Advertising Co., FL. 9-3100.	INTERNATIONAL PHOTOGRAPHY FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Wednesday April 8 2:00 P.M.	OPENING: ADVANCE FALL JUNIOR COLLECTION Mam'selle will present their advance Fall junior collection, designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 8 6:30 P.M. Dinner	SHOWING OF FASHIONS FOR FALL, 1964 Formal dinner and fashion show of trend-setting styles for Fall 1964, featuring "Great American Knits" in Du Pont fibers. Cocktails, 6:30--Terrace Room; Dinner, 7:30--Ballroom, followed by show. For retail store executives, buyers and press, by invitation. Contact: Trade--Joy Diamond, 971-4326; Press--Ellen Morris, 971-4404.	DU PONT	HOTEL PLAZA TERRACE ROOM
Thursday April 9 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS Peck & Peck will present Summer fashions to the press at "BOAC Scottish Breakfast." By invitation. (For Release, Fri., April 10.) Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	DAWSON'S PUB 159 EAST 53RD STREET
Thursday April 9 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Malcolm Starr will present the Frank Starr Original collection, for benefit of the School Settlement Association. Show at 2:15 P.M. Tickets: \$10.00. Contact: Lucille Hanton, TR. 5-8793. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	MALCOLM STARR (530 SEVENTH AVENUE)	HOTEL PIERRE BALLROOM
April 10	MACY'S RELEASE DATE--Summer loungewear. (No Press Show)		
Monday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Luncheon showing of Vera Maxwell's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 13 3:00 P.M.- 5:30 P.M. Cocktails	SHOWING OF 1964-65 AMSTERDAM FASHIONS Amsterdam Fashion Week will present Fall-Winter 1964-65 fashions by 30 leading designers from Amsterdam. By invitation. Contact: Jan Aaron at Edward Gottlieb, JU. 2-7540.	AMSTERDAM FASHION WEEK(HOLLAND)	RAINBOW ROOM ROCKEFELLER CENTER
Beginning Monday April 13	ADVANCE FALL COATS AND SUITS Showing of coat and suit collection for advance Fall. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday April 13- April 24	SHOWING OF ADVANCE FALL COLLECTION Informal showings, by appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Beginning Monday April 13	ADVANCE FALL COLLECTION Continuous showings of advance Fall collection. By appointment. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday April 13	ADVANCE FALL COLLECTION Nat Kaplan's advance Fall collection at continuous showings. By appoint- ment. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 14	ADVANCE FALL COLLECTION Jack Sarnoff's advance Fall and Winter fur-lined, untrimmed, casual, and travel coats, designed by Molly. For June/July delivery. By appointment at continuous showings. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday April 15 10:30 A.M. Coffee	PREVIEW: SUMMER PLAYTIME FASHIONS Gimbels will invite the press to a showing of Summer playtime fashions. By invitation. (<u>For Release, Fri., April 17.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Beginning Wednesday April 15	OPENING: FALL HAUTE COUTURE COLLECTION Continuous daily showings of Cisa of Italy's Fall haute couture fashions. Contact: Eleanor Iacuzzi, BR. 9-3904.	CISA OF ITALY (IMPORTS INTL., INC.)	1410 BROADWAY SHOWROOM - 25TH FLOOR
Thursday April 16 9:00 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview for press and buying offices of women's Fall sportswear. <u>Show at</u> <u>9:30 A.M.</u> By invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
April 17	GIMBELS' RELEASE--Summer playtime fashions. (Preview, April 15--See Above)		
Saturday April 18- April 23	FIFTH ANNUAL SKI TRADE SHOW One-hundred-fifty member firms will present ski apparel, equipment, foot- wear, and accessories, including more than 1200 different brand-name products. Contact: Ralph A. des Rochas, MO. 1-1533.	SKI INDUSTRIES AMERICA (366 MADISON AVENUE)	TRADE SHOW BLDG. & NEW YORKER HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 20 2:15 P.M.	ADVANCE FALL COLLECTION Paul Parnes advance Fall collection, designed by Fernando Bosc and Earl Lueck. Showing April 20 and 22 at 2:15 P.M. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday April 20 5:00 P.M.	PRESS PREVIEW OF SKI FASHIONS Showings: Mon., April 20 at 5:00 P.M. (<u>Press</u>); Tues., April 21 at 5:00 P.M. (<u>Trade</u>). By invitation. Contact: Mary Jean Rainnie, LT. 1-7840.	CHRISTIAN DIOR SPORT	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 20	OPENING: EARLY FALL COLLECTION Hannah Troy's early Fall collection at informal daily showings. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday April 20	ADVANCE FALL COLLECTION Anthony Blotta's advance Fall fashions at continuous showings. By appointment. Contact: Dorothy Hermes, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday April 21 9:00 A.M. Breakfast	PRESS PREVIEW OF SKI FASHIONS Preview of White Stag's ski fashions for men, women, and children. <u>Show</u> at 9:30 A.M. By invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL AMERICANA GEORGIAN BALLROOM
Tuesday April 21 10:30 A.M.	OPENING: ADVANCE FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 21 1:15 P.M.	ADVANCE FALL COLLECTION Showing of collection for early Fall delivery, designed by Gina for Gothe. Thereafter by appointment. Contact: Larry Farragut, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 21 2:30 P.M.	OPENING: ADVANCE FALL COLLECTION Also April 23 and 29 at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday April 21 2:30 P.M.	ADVANCE FALL COLLECTION Advance Fall fashions, designed by Bill Blass. Showing April 21 and 23 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE REWITNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
April 21	CHRISTIAN DIOR SPORT PREVIEW FOR BUYERS AT 5:00 P.M.--498 Seventh Avenue.		
Wednesday April 22	OPENING OF N.Y. WORLD'S FAIR. Publicity: Peter McDonnell or Jerry Edelberg, Donahue Corp., WF. 4-6541, Ext. 6540.		
Wednesday April 22 10:30 A.M.	"THE HORS D'OEUVRES" COLLECTION "Before the Main Course"--designed by Nick Savage, at one showing only. By reservation. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 23 8:30 A.M. Breakfast	PREVIEW OF FALL LINGERIE FASHIONS Fall lingerie collection for press and buyers.	GOTHAM LINGERIE & TOMMIES PAJAMAS	HAMPSHIRE HOUSE THE COTTAGE
	Muriel Fleming, MU. 5-8200.		
Friday April 24 7:00 P.M. Dinner- Dance	FESTIVAL OF FRAGRANCE DINNER-DANCE Final event of "Festival of Fragrance Week" for benefit of Guideposts for Children, Lenox Hill Hospital, in cooperation with leading department stores, magazines and fragrance industry. Gala costume parade and perfume bar. Reservations: \$25.00 (tax deductible). Contact: Annette Green Associates, 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	WALDORF-ASTORIA BALLROOM
April 28	MACY'S RELEASE DATE--"By-The-Sea" fashions. (No Press Show)		
Wednesday April 29 5:00 P.M. Cocktails	PRESS PREVIEW:"WORLD'S FAIR" OF HOUSEWARES Preview for the press of Macy's "World's Fair" housewares, music, and TV. By invitation. (<u>For Release, Fri., May 1.</u>) Publ.: Mary Boyle, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Thursday April 30 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION "The Olympics of U.S. Knits"--showing of newly-developed fashion concepts in synthetic and natural fibers. Knitwear and swimwear for men, women, and children at forty-sixth annual convention. Tickets: \$7.50 each. Press and buyers by invitation. Producer and Commentator: Mia Grau, PL.5-1127. Contact: Edward Brandwein, 286 Park Ave. So., MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
May 1	MACY'S RELEASE--"World's Fair" of housewares. (Preview, April 29, See Above)		
Beginning Sunday May 3	FALL COLLECTIONS IN LOS ANGELES Los Angeles Fashion Guild members will show their Fall collections. (More details later.) Contact: Barbara Trister, 819 Santee, MA. 2-3654(L.A.).	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
Thursday May 14 12:00 Noon	CHILDREN'S DIVISION LUNCHEON MEETING More details and prices in a later issue. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday May 14 4:00 P.M. Cocktails	PREMIERE SHOWING: JUNIOR SPORTSWEAR White Stag's premiere showing of junior sportswear, featuring a special collection, designed by John Weitz. <u>Show at 4:30.</u> By invitation. Contact: BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Thursday May 21 4:30 P.M. Cocktails	FALL FASHION SHOW AND PRESENTATION Fall fashions for toddlers, girls, pre-teens, and boys. <u>Show at 5:00 P.M.</u> By invitation. Contact: Jeanette Butzell, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	STATLER HILTON HOTEL BALLROOM
Thursday May 28 12:00 Noon	INTIMATE APPAREL LUNCHEON MEETING More details and prices in a later issue. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM

MOVIES...THEATRE...OPERA

- Thursday
March 19 PREMIERE: "THE WORLD OF HENRY ORIENT" (Movie) MUSIC HALL, 6TH AVE. & 50 ST.
Starring Peter Sellers, Paula Prentiss, Angela Lansbury, Tom Bosley, Bibi Osterwald, Phyllis Baxter, with Peter Duchin in the movie presented by Pan Arts Company in PanaVision and Color by DeLuxe, released by United Artists. Producer: Jerome Hellman. Director: George Roy Hill. Publ.: Tess Michaels, CI. 5-6000. Music Hall Publicity: Edward Serlin, CI. 6-4600.
- Monday
March 23 TWENTY-FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 23: Verdi's "Macbeth." Tues., March 24: "Tchaikovsky's "Eugene Onegin." Wed., March 25: Verdi's "Falstaff." Thurs., March 26: Puccini's "Tosca." Fri., March 27: Wagner's Parsifal, Act III & Verdi's "Messa da Requiem." Sat. Mat., March 28: Wagner's "Parsifal," Act III & Verdi's "Messa da Requiem." Sat. Eve., March 28: Mascagni's "Cavalleria Rusticana" and Leoncavallo's "Pagliacci." Publicity: Francis Robinson, PE. 6-1200.
- Sunday
March 22 OPENING: "FUNNY GIRL" THE WINTER GARDEN, 1634 BROADWAY
Starring Barbra Streisand, Sydney Chaplin, Kay Medford, in a new musical about the emergence of Fanny Brice as a star during the years 1910-1925, presented by Ray Stark. Music: Jule Styne. Lyrics: Bob Merrill. Director: Garson Kanin. Costumes: Irene Sharaff. Publicity: Walter Alford and Frank Goodman, CI. 6-4180.
- Monday
March 24 OPENING: "A MURDERER AMONG US" MOROSCO THEATRE, 217 WEST 54TH STREET
Jeff Britton will present a comedy drama about a man imprisoned for murder he did not commit, and after his release feels that society owes him a murder; starring Tom Bosley, Pierre Olaf, Loring Smith, Severn Darden. Director: Sam Wanamaker. Publicity: Harvey Sabinson, TN. 7-8500.
- Wednesday
March 25 OPENING: "NEVER LIVE OVER A PRETZEL FACTORY" EUGENE O'NEIL THEATRE
Paul Vroom, Buff Cobb, Albert Marre will present a comedy about dedicated young men who wish to make a short film and an alcoholic star who makes their project into an epic of gigantic proportions. Starring Dennis O'Keefe, Nancy Franklin, Lawrence Pressman, Bill Murray, Martin Sheen, Laura Sanders, Robert Strauss. Director: Albert Marre. Costumes: Frank Thomson. Publicity: David Lipsky and Lawrence Witchel, CI. 6-7140.
- Thursday
March 26 OPENING: "ANYONE CAN WHISTLE" MAJESTIC THEATRE, 245 WEST 44TH STREET
Starring Lee Remick, Angela Lansbury, Harry Guardino, with Henry Lascoe, James Frawley, Arnold Soboloff, in the new musical comedy about a man of mistaken identity; presented by Kermit Bloomgarden, Diana Krasny, Robert Fryer, Laurence Carr, John Herman. Director: Arthur Laurents. Costumes: Theoni Aldredge. Publicity: James Proctor, BR. 9-6885.
- Thursday
March 26 PREMIERE: "THE FALL OF THE ROMAN EMPIRE" (Movie) DE MILLE, 7TH AVE. & 47 ST.
Starring Sophia Loren, Christopher Plummer, Alec Guinness, James Mason, Stephen Boyd, John Ireland, Mel Ferrer, Omar Sharif, Anthony Quale, in the movie released by Paramount in PanaVision and TechniColor. Producer: Samuel Bronston. Director: Anthony Quinn. Music: Dimitri Tiomkin. Costumes: Colisanti and Moore. Publicity: Johanna Grant, BR. 9-8700.
- Tuesday
March 31 OPENING: "HIGH SPIRITS" ALVIN THEATRE, 250 WEST 52ND STREET
Starring Beatrice Lillie, Tammy Grimes, Edwin Woodward, with Louise Troy, Lawrence Keith in the musical based on "Blithe Spirit" by Noel Coward; presented by Lester Osterman, Robert Fletcher, Richard Horner. Director: Noel Coward. Costumes: Robert Fletcher. Miss Grimes Costumes: Valentina. Publicity: Lee Solters, TN. 7-8500.

CALENDAR FOR 1965

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	3						1			1	2	3	4	5
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11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	3	1	2	3	4	5	6	7			1	2	3	4
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11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
OCTOBER							NOVEMBER							DECEMBER						
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					1	2		1	2	3	4	5	6				1	2	3	4
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10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				